official New York Figures Show Why Big Companies Buy It.

The hanlage cost is unusually low —

the is a truism of Dodge Brothers business car that has become a national saying. Thousands of individuals, companies and corporations are proving it
to their satisfaction every day. This explains why the car is unhesitatingly
slepted as one of the most economical
and dependable methods of delivery.

The art in itself is a product of men
who have a thorough and comprehensive
grasp of automobile construction. It is
not built to be sold just as a good looking car but to meet an insatiable demand
for a half ton type of commercial car
that is not only capable of speed and
durability but ecenomy of operation as
well. Nothing tending to the reduction
of transportation costs has been negletted in its manufacture. It is essentialh a car to be incorporated into the daily
gairtiles of any business that the
public realize this is shown by the fact

Some interesting figures have been implied by the Colt-Stratton Company, hich represents Dodge Brothers in New

New York Telephone Company, the d Baking Company, the Ritz-Cariton and many others, the leaders in all of business, are buying Dodge

Brothers business cars.

The Colt-Stratton Company is ex-lighting the panel and screen body types if these cars at the Automobile Show, have 20-21. Madison Square Garden:

\$50 56 E0-21'	Madison	odnate	Card
	OTHER	CAR.	
	Gals.	Miles on	
Mies.	gas.	gal. gas.	
6.64	74279	13.89	
1.404	641	12.31	
7.148	81114	5.90	
4,502	45014	14.61	
6.672	530	8.35	
£ 121	471	13.22	
4.00	685	11.63	
1.154	66619	11.78	
T-12	and the same of th	-	0.00
11.47	4.97614		
Average sen	of other c	ar 1676 t	nonths.
popgi	BROS. B	USINESS	CAR.
		OTHER Gals.	

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AVERAGE MILES PER GALLON

AVERAGE COST PER MILE.

NEW SERVICE PLANT IS FULLY EQUIPPED

Kaufmann-Stowers Co. Offer Patrons Every Facility for Best Work.

by the Kaufmann-Stower mpany, distributers of Nash, Premier Arner trailers and Titan products, his building is complete in every de-all, with a ground floor of 100 feet by 150 feet deep, fireproof throughout, with two entrances and the latest equipment for the handling of service work of trucks, trailers and passenger cars. In charge of this plant are E.

Holmes and A. T. Haggerty, superintendent Both are pioneers in the business and have been associated with Mr. Slowers for a number of years.

In talking about the new building and his service policy, F. C. Stowers, vice-president, said:

The only safe and permanent basis for husiness growth is through satisfied instomers. This can be obtained only by marketing a first class product and siving definite and satisfactory service thereafter.

The Nash car has a service that

Menominee Men





Daniel Schubert (at top), trans r and sales manager, and Joseph Doneldson, secretary and service sanager, of the Menomines Motor ruck Company of New York Inc.

Reo "Speed Wagon" Exhibited at Show



turer or ourselves under the marranty printed below for a period of thirty days are cept such service as may be caused by normal—wear after long use or the owner's abuse or neglect. Our service policy is as follows:

"First—Delivery of the car in proper condition. This we do by adjusting lubricating and inspecting the car theroughly before it is delivered. You will be asked to sign an inspection receipt before taking delivery, showing that these items have been attended to. In addition to this you will be presented with an instruction book covering the entire lubrication of the car, giving delivery.

"RUCK DEMAND INCREASING.

"Becond—We will furnish to come, the actifude the warranty printed below for a period of Read
"TRUCK DEMAND INCREASING.

"In common with others we were influenced for the moment by the attitude functor and the actrainty days any part adjudged defective as per the standard days and purchaser. After thirty days any part adjudged defective as per the standard warranty will be replaced for sixty days, but no gratis labor will be furnished.

"We have provided an exceptional service and parts department at 544 to 538 were given facts which enabled them to line up a fine business for several months to come."

"The demand for heavy trucks is particularly strong," says Mr. West, "and the dealer able to make deliveries promptly should soon write off the recent slack period. The big oversize of the care and maintenance.

"Second—We will furnish to the actrainty and labor saving device to give prompt and the dealer able to make deliveries promptly should soon write off the recent slack period. The big oversize of the care and impression all over our huge territory, though, of course, roads and bridges.

TRUCK DEMAND INCREASING.

Oneida five tonner is making a splendld impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though, of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory, though of course, roads and bridges impression all over our huge territory.

The west for our making a splendld impression all over our huge territory.

Though of the car.

"White truck sless in certain States. We are bringing out also a very powerful to hough, of course, roads and bridges impression all overs.

TREE PLANTING IS **URGED FOR ROADS**

Would Reduce Dust and Wind and Enhance the Scenery.

That New York State is to be a leader the present nationwide movement for the planting of shade trees and shrubs along our highways under a well organised and systematic plan was fore cast by a recent announcement made by Dr. F. R. Smith of Rochester, president of the New York State Motor Federa tion, to the directors of the motor federation. The trees would serve to re-

strable views, and in many places there are trees and undergrowth which have formed an obstruction and could be cut away to allow the opening of views and

In other places the trees along the roadside form screens so as to break up the long stretches of views and aliow openings here and there which frame and make more attractive the readside scenery. Again certain varieties of trees are more suitable for highway planting than others, according to the use to which they will be put. The factor of planting for the protection afforded the pavement shade during the hot summer thereby adding many years to and the assistance given by the proper planting of shrubs and trees in keeping the drifting snow from the roadside during the winter season will be like-



New in Beauty, Old in Virtues, This Maxwell Has Stirred America

EN buying cars today are giving this present day Maxwell searching consideration. For where, this moment, can you get a car, like a Maxwell, the chassis of which has had a 300,000 manufacturing run and the beauty of which has been improved to an astonishing degree?

They're weighing the soundness of the 300,000-allalike-for-five-years logic and they translate that into reliability supreme.

They know in their own business what changes in plan, in program, mean-how serious the losses in good will and profits-the dissatisfied customers.

Many of them have been "burned" by "new models" in days gone by, and have joined the "never again" club.

So this present day Maxwell has a deep appeal to them; and thousands since January 1 have reached for their check books as soon as they laid eyes on this new Maxwell.

Perhaps it is unfair to say "new" because the chassis is five years old in design. When we say "new" we mean its vastly improved appearance.

There are twenty-four things done to the Maxwell to make it better looking. Sharp angles have been removed; lines straightened; certain corners eliminated; bonnet vents increased in number; three more coats of paint added; fenders lowered; seats thickened three inches; a circassian dash installed; gas tank put in the rear, etc.

See the latest Maxwell, and you'll want one, too.

Maxwell Motor Sales Corporation

New York Branch

1808 Broadway, Corner 59th St.

Telephone Circle 5550

thought-vacation."

The Trucks of Balanced Oversize

BUILT BY TRUCK EXPERTS

SEE THEM AT THE SHOW!

There is a big difference between "Oversize" and Balanced Oversize. Many a truck has been built in the belief that an oversize motor or an oversize frame makes a good Truck. But a

MASTER

Truck is more than a motor. It is more than a . frame. It is like a chain,—every link of which must spell perfection.

Specialists like Buda, Timken, Brown-Lipe and others have contributed their skill to build the Master. Every element is beyond question -literally the best that engineers know. And linking these highest quality parts together is In MASTER Trucks every individual part is not only oversized. but harmonized to the one idea of engineering balance. Big factors of safety, big reserve power-stamina-these are

the real Master features, concentrated in a design of which every detail has been corelated and worked out to a finish.

sixteen years' practical experience in building good Motor Trucks.

The endorsement of the experts who sell it is only less conclusive than the marvelous performance of the Truck itself.

DEALERS' OPPORTUNITY

TERRITORY OPEN

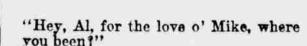
There exists to-day a sales opportunity in Motor Trucks, the like of which was never seen before. With the complete Master line-10 models, 11/2 to 5 Tons-with Master quality, and finally with Master prices, a dealer is beyond competition. We invite you to talk with us at the Show. Get the Master proposition before you leave New York!

MASTER TRUCKS, INC., CHICAGO Factory Headquarters During the Show, Hotel Cumberland, Broadway and Fifty-fourth Street.

CUTTING-LARSON CO. INC.

Eastern Distributors

109 West 64th Street

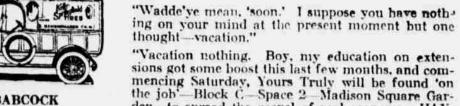


"Hello, Dee, howdy! Been! Why, France, of course, 'doin' my bit' with Motor Transport, but how about your-

"Well, Al, between the bunch of HAY-DEE Extensions we've been building for you fellows 'over there' with Uncle Sam, and the other overseas organizations, to say nothing of keeping the local trade satisfied. I have a time card that looks as though twins had been using it, get me?"

"I sure do, and I'll be right with you soon, believe

"Wadde'ye mean, 'soon.' I suppose you have nothing on your mind at the present moment but one

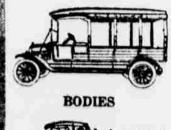


BABCOCK

SOLE DISTRIBUTOR



QUALITY



den—to spread the gospel of real economy—HAY-DEE EXTENSIONS. "Fine-great-we've just finished the last six hundred cars for shipment abroad, and they're some cars all special bodies the very best, and, say, Boy, we are sure there when it comes to bodies. Got them all licked when it comes to the real 'honest to goodness' product, and the merchants sure appreciate it in mighty substantial fashion. At the present time we've got the most extensive line of hodies I know of, to fit any chassis made, and lemme tell you that all truck manufacturers are learning to use good bodies

"But, Dec, you still build those extended Fords?" "Believe me, Al, we do them's our babies, and we are able to give the merchants anything up to two tons with the various types of bodies you see, and on top of it, feller, when it comes to bodies the entire automobile world is our oyster."

HAYES-DIEFENDERFER CO., Inc. A Type of Body for Every Make of Truck

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